

ABSTRACT OF THE DISCLOSURE:

In a liquid crystal display device comprising a liquid crystal display element, a plurality of driving circuits being provided for the liquid crystal display element at least one of which has at least one output terminal being not connected to any signal lines of the liquid crystal element, and a display control device transmitting display data including that corresponding to the at least one output terminal (i.e. an ineffective display datum) to the plurality of driving circuits,

10 the present invention transmits another datum being transmitted either prior to or subsequently to the ineffective display datum which corresponds to another output line being connected to one of signal lines of the liquid crystal element to the at least one of the plurality of driving circuits instead

15 of the ineffective display datum and reduces transmission frequency of a bus line of the liquid crystal display device.

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